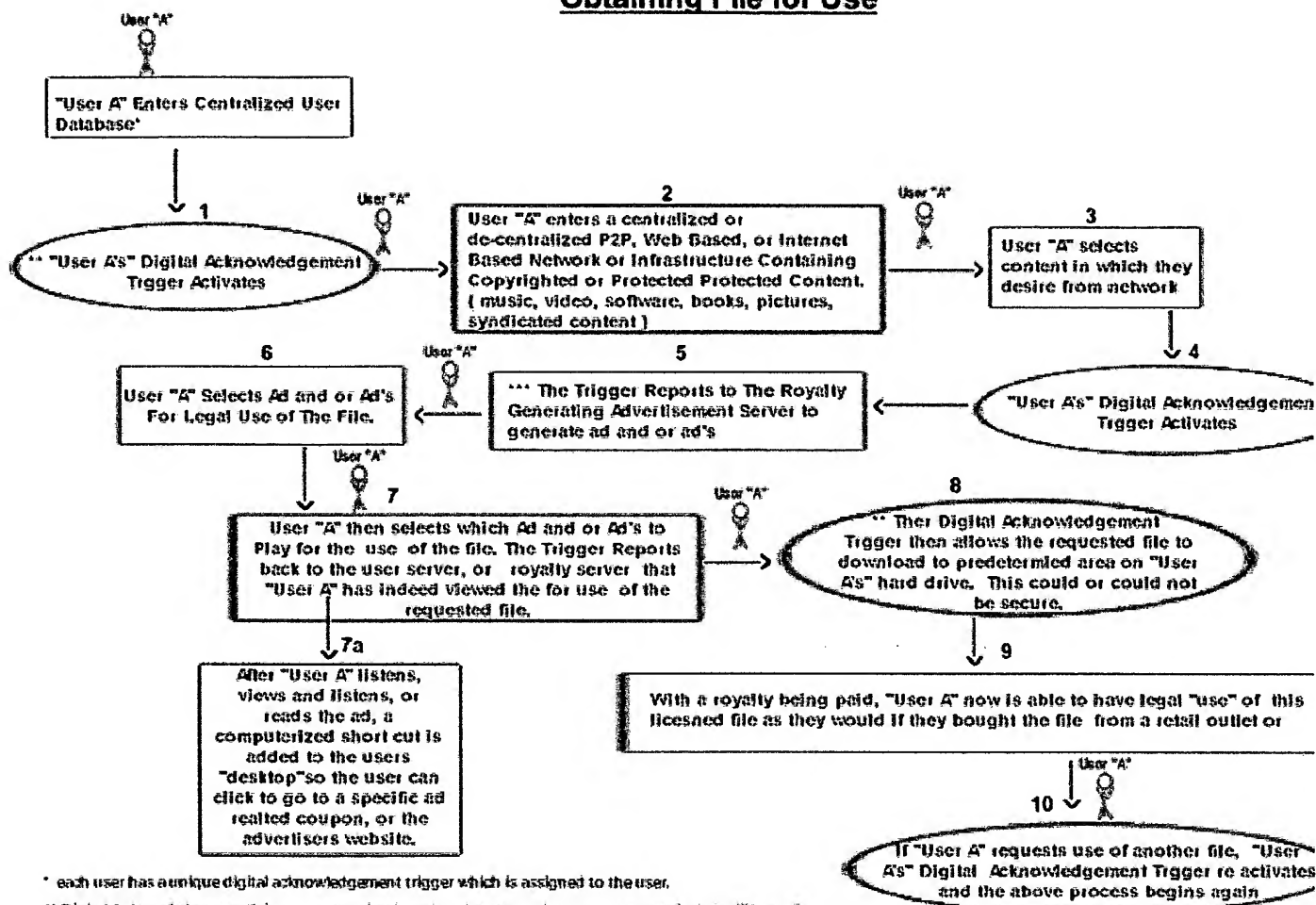


Illustration "A" Obtaining File for Use

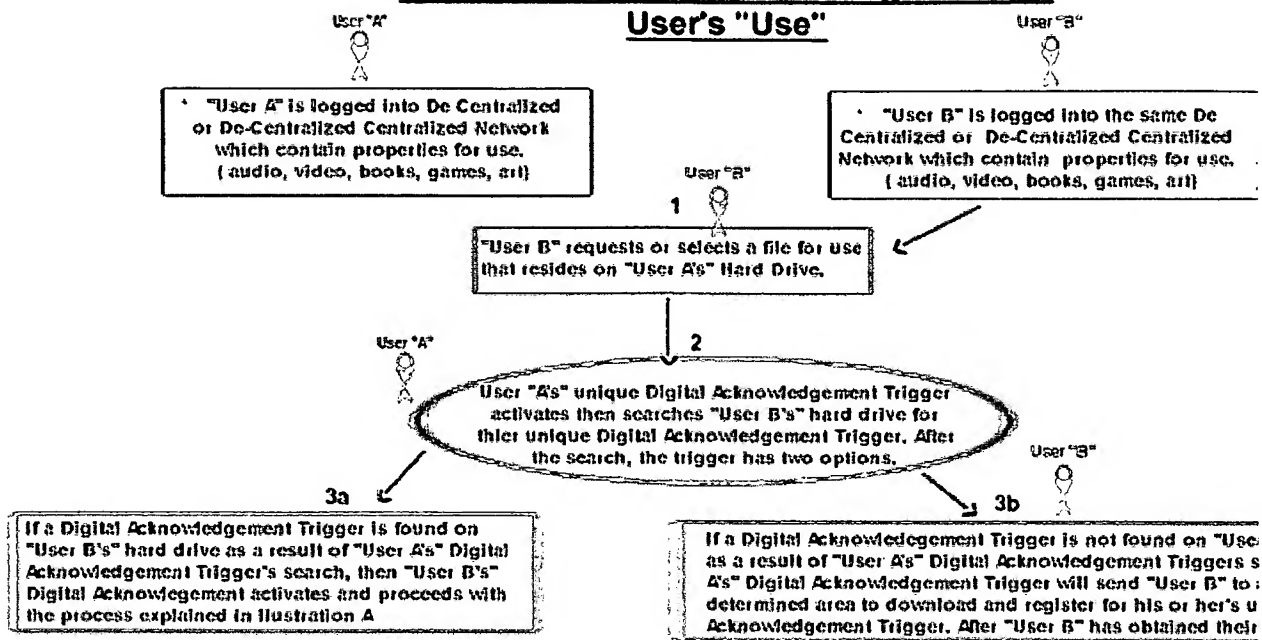


* each user has a unique digital acknowledgement trigger which is assigned to the user.

** Digital Acknowledgement Trigger, reports back to the ad server and requests commercials for "User A" based on his or her specific preferences which were determined before all users are assigned a trigger. Before the file downloads, "User A" selects the predetermined ad and or ad's which must be played prior to the actual download of the content to "User A's" hard drive or portable media device, player or reader.

*** The ad server is made up of advertisements that are supplied by participating advertisers. Participating advertisers are able to upload or download advertisements based on their own campaigns or time of the year. Each time an ad is played, the advertiser receives notice and a royalty is paid to the originating file's owner.

Illustration "B" **Exchanging File in a P2P Setting For Other** **User's "Use"**



* In a Peer to Peer setting, files are exchanged straight from each users hard drive, and not a centralized location.